

Insurance Bureau of Canada's headrest study

In 2002, Insurance Bureau of Canada commissioned a study to test the level of proper headrest adjustment in several provinces across Canada.

The study involved over 8,500 Canadian motorists and passengers who were recorded as they approached intersections in stop-and-go traffic.

Drivers and passengers were rated according to where the top of the headrest was positioned relative to the head (vertical adjustment) and the distance between the back of the head and the front of the headrest (backset or horizontal adjustment).

The study results are being used to increase public awareness about the ideal adjustment for headrests, in order to decrease the number and severity of soft-tissue injuries related to whiplash across Canada.

Questions about insurance?

Call us.

British Columbia, Saskatchewan and Manitoba

Toll-free: 1-877-772-3777 ext. 222

Hours: M-F 9:00 a.m. – 4:00 p.m.

Alberta and the North

Toll-free: 1-800-377-6378

Hours: M-F 8:30 a.m. – 4:00 p.m.

Ontario

Toll-free: 1-800-387-2880

Hours: M-F 8:00 a.m. – 5:00 p.m.

Quebec

Toll-free: 1-877-288-4321

Hours: M-F 8:30 a.m. – 4:30 p.m.

Atlantic

Toll-free: 1-800-565-7189 ext. 227

Hours: M-F 8:30 a.m. – 4:30 p.m.

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Insurance Bureau of Canada is the national trade association for Canada's private home, car and business insurers.



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The information provided in this brochure is intended for educational and informational purposes only. Please consult the appropriate qualified professional to determine if this information is applicable to your circumstances.

09/11

REST UP! SAVE YOUR NECK.

Protect yourself and your family **against whiplash and other soft-tissue injuries.**



CAR INSURANCE → VISIT IBC.CA



Is your *head* in the right place?

Insurance Bureau of Canada wants informed drivers doing the right thing when it comes to headrests.

Research by Insurance Bureau of Canada shows that drivers can reduce soft-tissue, whiplash-related injuries (not involving bones or organs) by as much as **40%**.

That's 40% fewer painful injuries, less work time lost and less enjoyment of life taken away.

All it takes is a little precaution, and you can help reduce your chance of getting such an injury from a collision.

The secret?
Adjust the headrest
in your vehicle.



And remember, when you switch drivers, adjust again. It only takes a moment.

Take the all-Canadian headrest quiz!*

1. More women adjust their headrests properly than men.
True or False?
2. 80% of insurance claims come from soft-tissue injuries.
True or False?
3. About 75% of headrests are adjustable.
True or False?
4. The percentage of drivers who have their headrests properly adjusted is
(a) 30
(b) 20
(c) 14
5. Drivers of which vehicles have the poorest record of having headrests ideally adjusted?
(a) minivans
(b) large cars and light trucks
(c) sports cars
6. Drivers of which vehicles have the best record?
(a) minivans
(b) SUVs and small cars
(c) sports cars

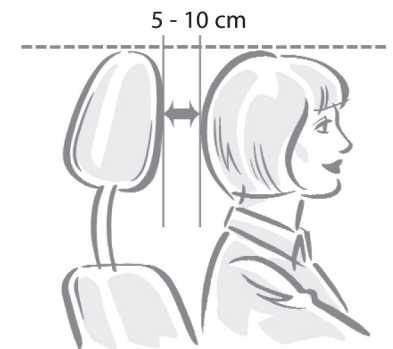
* Head Restraint Positioning Study, B.Wright, T. Mahaffey and K. MacAulay, 2002.

How to adjust your headrest:†

Making you and your headrest a strong pair is as easy as 1,2,3.

Take this brochure with you and practise.

1. The **centre of the headrest** should be slightly above the top of the ear.
2. The **top of the headrest** should be at least as high as the top of the head.
3. Ideally, the **distance between the headrest and the back of the head** should be between five and ten centimetres (two and four inches).



IDEAL POSITION

How'd you make out?

Answers:

1. True, 23% compared to 7% for men
2. True | 3. True | 4. (c)
5. (b) | 6. (b)

† Insurance Institute for Highway Safety.